

Saskatoon



CITY OF OPPORTUNITY

SASKATOON, founded in 1882 on the lordly banks of the swiftly flowing Saskatchewan River, offers today opportunities as great, if not greater, than those of any city on the western plains.

The city, which was known in the early years of the century as the "Miracle City of the West" because of its tremendous growth from a hamlet to a thriving community of 30,000 population in little more than a decade, is again on the march. Developments already underway mark the city for further growth greater even than that which first brought it into prominence. The population of Saskatoon today is more than 45,000.

All indexes of prosperity point upwards. Bank debits and clearings, earnings of municipally-owned utilities, post office revenues, building permits, wholesale and retail sales, and the value of manufactured products all show continuous and spectacular growth, and,

at the time this is written, have generally established new highs in the city's history.

It was not by chance that Saskatoon was chosen as the location for Canada's newest scientific research laboratory. The city is centrally located on the prairies; it is in the heart of one of the world's greatest grain growing areas; it is the site of the University of Saskatchewan with its unexcelled College of Agriculture. The new laboratory, a four-storey structure, will house the very latest in scientific equipment.

Coincidental with the erection of the laboratory is the establishment in Saskatoon by the Saskatchewan Wheat Pool of several plants to manufacture such products as flour, linseed oil, glycol, glucose and mixed feeds. Saskatoon was chosen by the wheat pool for its three million dollar industrial program only after much research work and investigation.

The University of Saskatchewan, located in Saskatoon and for years noted for the high excellence of its various colleges, has just added a College of Medicine. This college is designed to accommodate some 240 students and graduate annually 60 students into the ranks of the medical profession. Associated with the College of Medicine is to be a college hospital and a nurses' home. A mental hospital to be located near the university grounds will provide valuable clinical material for the Medical College. Other extensions to the university, including a wing to the College of Engineering, are being planned to take care, not only of its present winter and summer enrollment of about 5,000 students, but also of the large numbers who, investigation shows, will be seeking admission in the next few years.

In assessing Saskatoon's opportunities some consideration must be given to the plans prepared for the city's airport. Landing strips large enough to accommodate the largest planes

likely to be build within the next few years are presently under construction and mark the city as an important link in future transcontinental air travel.

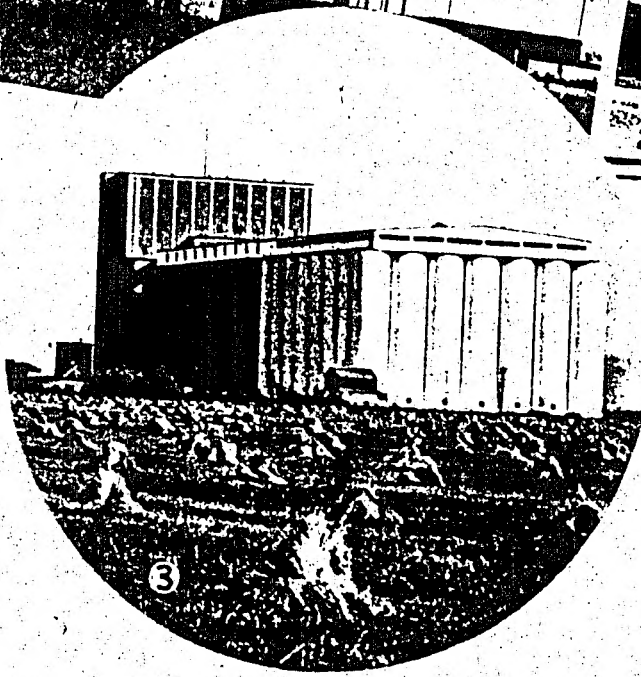
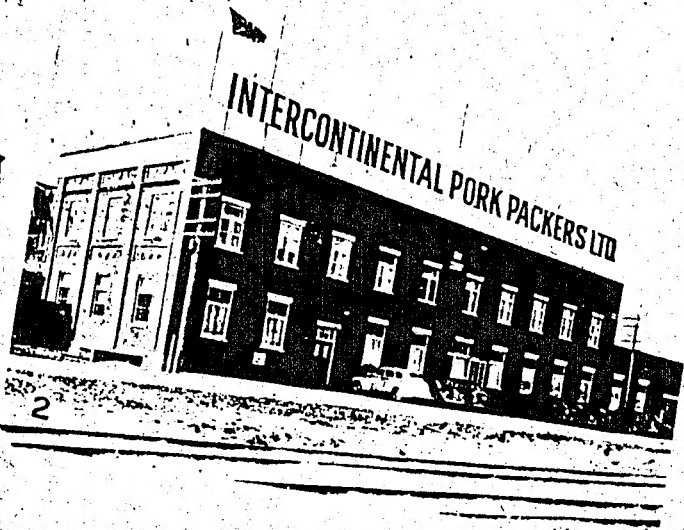
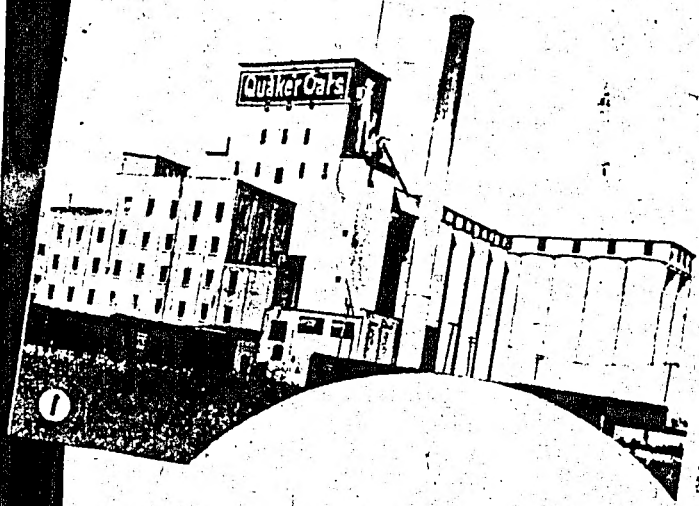
Not only is the city in the centre of tremendous agricultural resources, but it is also next door to some of the most important oil and natural gas discoveries made anywhere in Canada in the last few years. The concentration of these natural gas and oil resources in the Saskatoon area, undoubtedly, will contribute greatly to the future development of the city.

As the "hub" of a large and rich trading area, and as the geographical centre of the inhabited portion of the prairies, the city commands a position unrivalled by any other western city. Its trading area takes in half of the population of Saskatchewan.

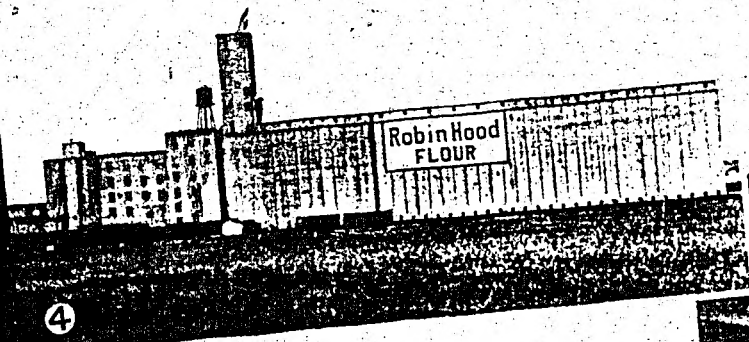


Twenty-first Street

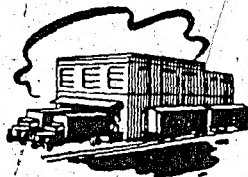
The Hub



Four of Saskatoon's 85 manufacturing plants are shown on this page. Number (3) is the Government Elevator with a storage capacity of 5,500,000 bushels. The Quaker Oats and Robin Hood Flour milling plants have a daily capacity between them of 6,000 barrels. Intercontinental Pork Packers is one of Saskatoon's newest industries and John East Iron Works is one of the oldest.



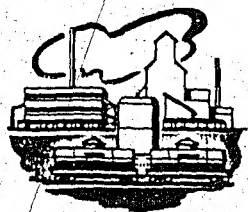
Industrial Development



AS MIGHT BE EXPECTED, Saskatoon's industries, like most of those of Western Canada, are closely identified with farming operations. Of the city's 85 manufacturing plants many are engaged in such manufacturing processes as the milling of flour, feeds and cereals; meat packing; dairying, including butter and cheese making; egg powdering; chick hatching; oil seed extraction; tanning and canning.

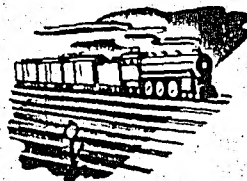
In addition there are iron works, foundries, machine shops, printing establishments, bakeries, breweries, furriers, bottling works, oil refineries, carriage works, planing and woodworking mills, stone works, lithographers, engravers, and manufacturers of road machinery, furniture, paper boxes, stokers, chemicals, tents and bedding, brushes, candy, crests and pennants, and concrete products.

It is interesting to note that according to the latest *Canada Year Book* figures the cost of the fuel and electricity used by manufacturing plants in Saskatoon per dollar value of manufactured product is, with the exception of one city, the lowest on the prairies.



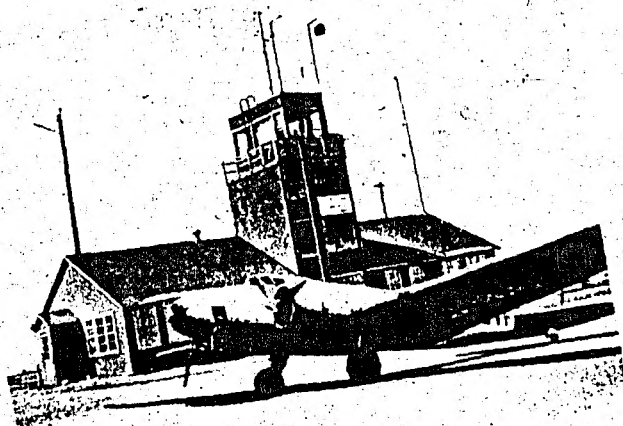
The city owns its own water works and distributes the city's requirements in electrical energy. Unlimited supplies of water are available from the South Saskatchewan River, which winds its way through the city, and ample electrical energy is provided by a plant equipped with the most efficient and modern generating machinery. Water and electricity rates are very reasonable.

There are more than 1,500 business places of all kinds in the city, including, in addition to the 85 manufacturing establishments, 130 wholesale and over 400 retail stores. Some very choice industrial sites, owned by the city, can be purchased at low rates. A recent industrial development opened up for future industrial expansion some 120 acres of city-owned centrally located property. This piece of land, zoned for industry and already served with railway spur facilities, offers excellent opportunities to new industries.



The present program of expansion at the university, together with the large industrial activity already underway in the city, points to an increase of 25% to 50% in the city's population in the next five to ten years. This additional population will require not only many extensions to present services, but also many new servicing establishments. Business concerns, therefore, interested in the value and possibilities of a locality as a business location should not overlook Saskatoon when planning new outlets for their products.

Transportation



SASKATOON is particularly well served by Canada's two great railway systems. The city is on the main transcontinental line of the Canadian National Railways and four trains daily connect Saskatoon with the main transcontinental line of the Canadian Pacific Railway. In addition there is a veritable net work of lines on both systems radiating from Saskatoon to all parts of the city's trading area.

The city is on the main line of Trans-Canada Airlines connecting New York via Toronto, Winnipeg, Saskatoon and Edmonton with Alaska. Plans for the Saskatoon airport, already being carried out, call for three runways over 2 miles long and 300 feet wide. The Canadian Pacific Airlines operate two flights daily to and from the city to other centres in Saskatchewan.

The Greyhound Bus Lines serve the city with daily busses to and from all important towns and cities on the prairies, and provide through transportation linking up with all of their main bus lines on the North American continent.

Because of the excellent transportation facilities and the ease with which Saskatoon may be reached, the city is the locale annually of many hundreds of meetings of regional, national and international organizations. Saskatoon is the only city on the prairies which can be reached from all other main centres in an overnight run.

Saskatoon's own transportation system is owned by the city. Every section of the city is well served either by an electric railway or bus. New industries are provided with adequate transportation facilities as soon as possible after they have been located. A survey recently made shows that all residential districts of the city are within three blocks of transportation facilities.



Top: Control tower at the Saskatoon airport.
Centre: The Canadian National Railways station.
Lower: One of the Greyhound busses leaving the bus depot.

Distribution

SASKATOON'S distributing area, due to the city's central location on the prairies, is very extensive. It is more than 70,000 square miles in size and takes in some of the most productive grain growing land in Canada. It includes two large cities and a dozen or more large-size towns. It comprises generally the northern half of the province of Saskatchewan and takes in close to half of the province's population.

An examination of freight rate costs shows Saskatoon's decided advantage over other distributing centres in serving the northern half of the province of Saskatchewan and the eastern portion of the province of Alberta. Goods coming into the city in carload lots are distributed in less than carload lots to points in all directions from the city in successful competition with all other large distributing centres on the prairies.

As a redistributing centre for the whole province Saskatoon has the edge. It is exactly in the centre of the inhabited portion of the province. Fifteen railway lines feeding into every section of the northern part of the province converge on Saskatoon and district as a centre, and several of these lines link up with other lines from other urban centres, to give Saskatoon ready access to all parts of the province. As the population trend in Saskatchewan is definitely northwards, Saskatoon's advantage as a redistributing centre for the whole province is becoming more and more pronounced.

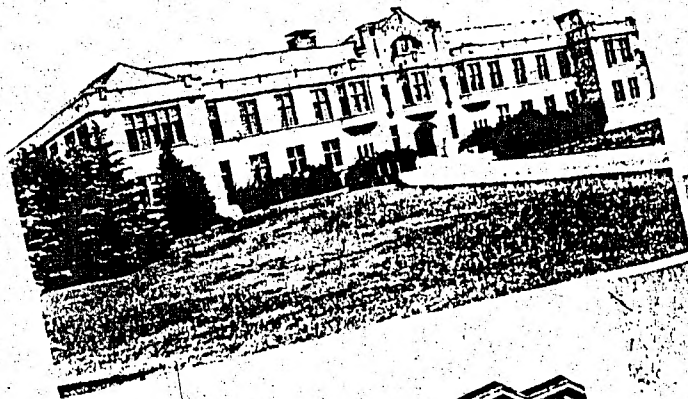
Because of its central position on the prairies, and the excellent airport facilities being provided, Saskatoon may well become a distributing centre by air for the three prairie provinces. The city is within three hours by air from almost all parts of the prairies.

The city has close to it the bulk of the province's resources of minerals, timber, oil and gas. These industries in the coming years will require much servicing.



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Top: A view of the railway yards, Saskatoon.
Centre: The wholesale district.
Lower: The Imperial Oil plant, Saskatoon.

Administration Building, University



Education 'Wife

Bedford Road Collegiate



Wmorial



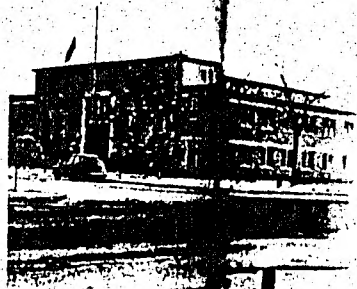
City Hospital



Star Phoenix



Nurse's Home,
St. Paul's Hospital



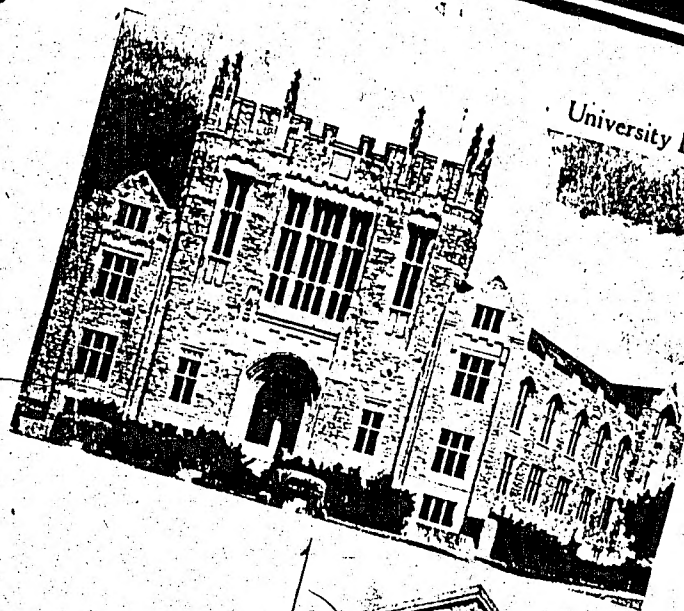
Neko

Welfare Service

Wanorial

Bessborough Hotel

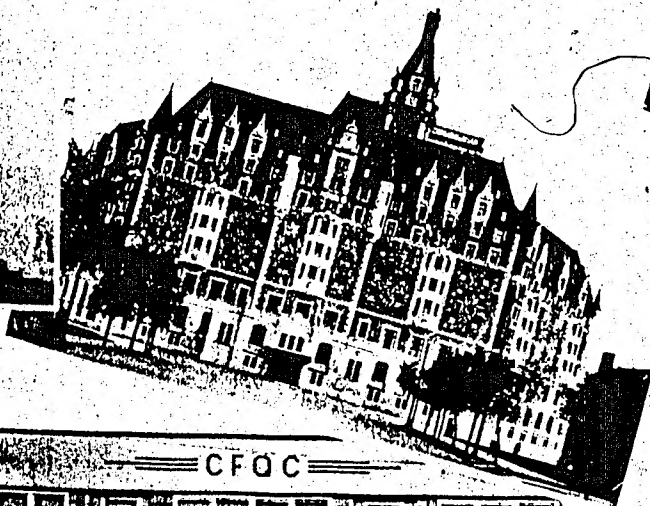
University Building



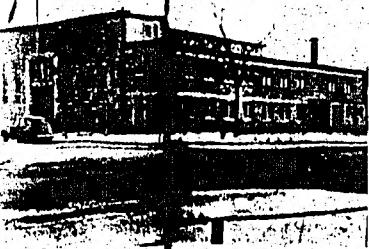
Federal Building



Normal School



Radio Station CFQC



Not

Saskatoon . . .

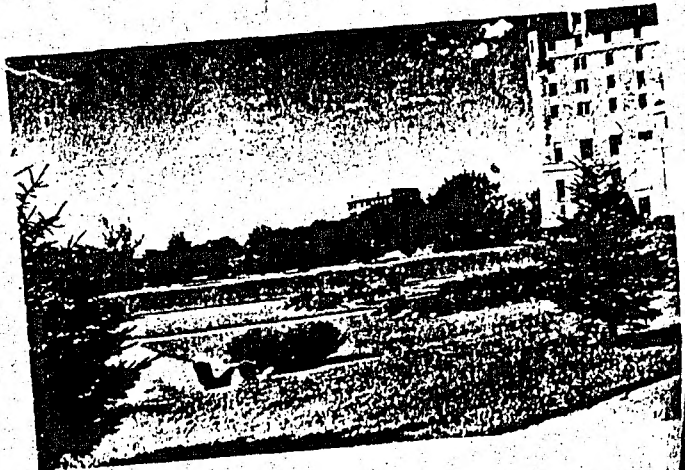
THE CITY BEAUTIFUL



VISITORS rarely fail to remark upon Saskatoon's lovely appearance and beautiful surroundings and frequently refer to it as the "Garden City of the West". Beautifully and picturesquely situated in the bend of the South Saskatchewan River, the city has made the most of its location. Six bridges, two of which are noted for the beauty of their architecture, traverse the swiftly flowing river and provide interesting geometrical designs as their forms become mirrored in the water below.

A dam, which raises the level of the part of the river flowing through the main portion of the city, slows the current and greatly enhances the river's appearance. Many scenic parks abound along the river banks.

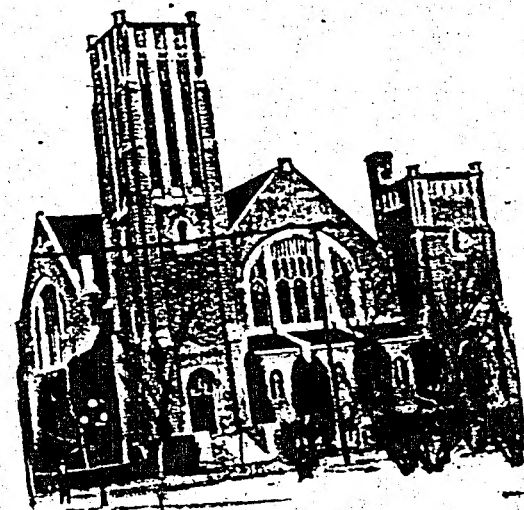
Standing like a baronial castle on the river's edge and displaying its massive but graceful form is The Bessborough hotel, famed in Canada for its superb accommodation and service. The Bessborough hotel grounds, with their sunken garden and colorful array of shrubs and flowers, rival anything of the kind seen anywhere in Canada.



THE BUILDINGS of the University of Saskatchewan, constructed from native stone and possessing distinctive architecture, crown the height of land northeast of the city. The university buildings and the beautiful Memorial Gates at the entrance to the grounds—the latter built in remembrance of the students who died in the first great war—never fail to arouse the admiration of tourists and visitors.

Saskatoon is known for its beautiful schools and educational institutions. In addition to the University of Saskatchewan the city is the site of the Provincial Normal School, the School for the Deaf, and the Provincial Vocational Training School. There are four collegiates and fifteen elementary schools. The city is thus the educational centre of the province, and because of this caters annually to some 5,000 students from outside places.

Lovely homes and gardens, beautiful churches and buildings, wide streets, bordered with a variety of trees, well-kept parks and a general cleanliness which gives the city always a spick and span appearance, all go to make Saskatoon a truly beautiful city.

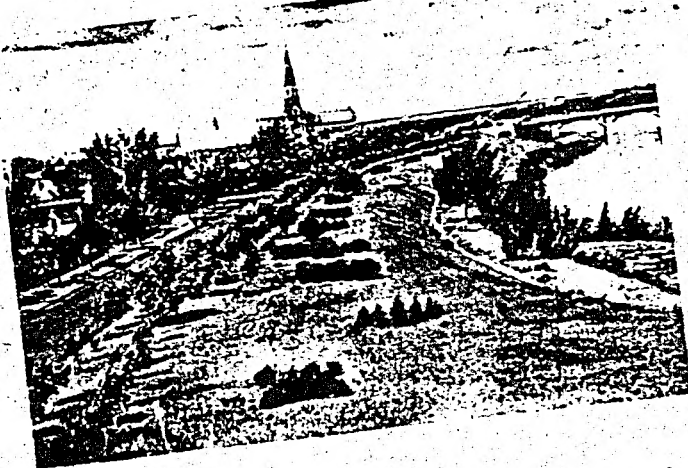
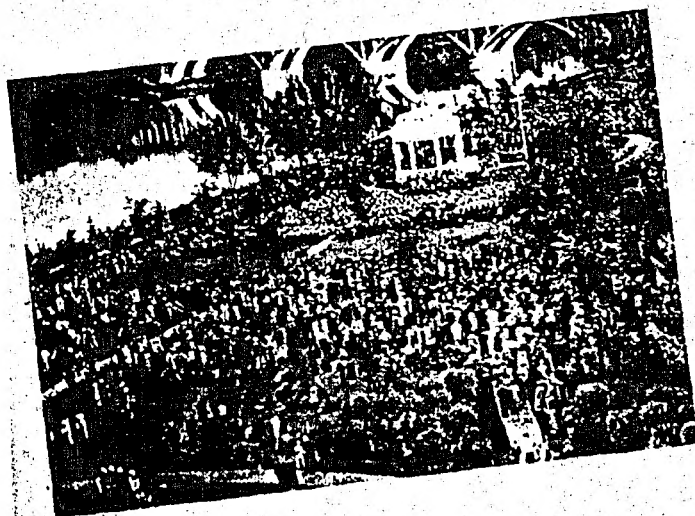


Top: Third Avenue United Church.

Centre: Artist's drawing of new Medical College.

Lower left: Kiwanis Park.

Lower right: River Bank Park.

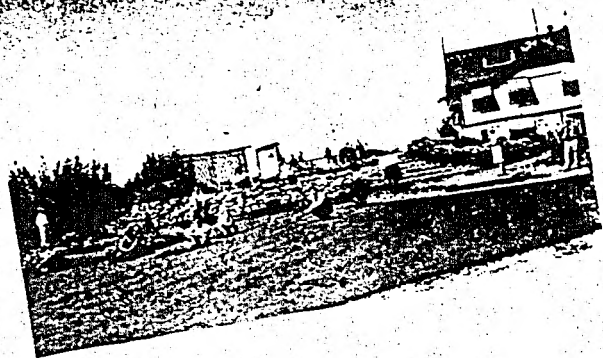


Sporting Activities



SASKATCHEWAN is a sportsman's paradise. It offers the finest upland and migratory bird shooting of any area in Canada. Moose, deer, caribou, elk and antelope abound and may be hunted in season. The number of hunters from outside the province who have come to realize that Saskatchewan's northern regions form a natural homeland for big game is large and is annually increasing. Many of these hunters make Saskatoon their headquarters during the hunting season.

Prince Albert National Park, 160 miles north of Saskatoon and its widely known summer resort, Waskesiu, is a mecca for summer tourists. Cars from all states of the union and from all provinces of Canada bring annually thousands of tourists to Saskatchewan's greatest summer resort. Manitou Lake, Watrous, 83 miles by road from Saskatoon, is another noted Saskatchewan summer resort and famed for the medicinal value of its waters. Many other resorts in Saskatchewan also attract annually their quota of visitors.



Top: A view of one of the fairways at the Prince Albert National Park's scenic golf course.

Centre: The starting tee and clubhouse at one of Saskatoon's several golf courses.

Lower: The Saskatoon Boat Club.



SASKATCHEWAN is famed for its many beautiful and scenic lakes teeming with fish. In these lakes are found whitefish, trout, bass, pickerel and pike, while the rivers yield in addition the highly prized goldeye.

All roads to Saskatchewan's resorts pass through Saskatoon. Saskatoon itself provides many sporting facilities. The city possesses two of the only three watered golf courses in the province, the third being at Waskesiu. The city can boast of an unsurpassed outdoor swimming pool, a boating club, several bowling greens, an artificial ice skating rink, a baseball stadium and an exhibition grounds and race track.



Top: A close finish for place during Saskatoon's racing season.

Centre: A large crowd attending Saskatoon's racing meet.

Lower left: The Municipal Swimming Pool.

Lower right: A group of hunters operating out from Saskatoon.

